



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Jackson, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	71.2%	Population		54,579	54,858
Simple Living	8.3%	Households		22,510	22,892
Salt of the Earth	6.4%	Families		16,207	16,212
Prosperous Empty Nesters	4.2%	Median Age		39.4	41.1
Rural Bypasses	4.2%	Median Household Income		\$37,339	\$41,615

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	56	\$1,542.15	\$34,713,691
Men's	59	\$290.10	\$6,530,236
Women's	54	\$516.72	\$11,631,406
Children's	66	\$288.58	\$6,496,046
Footwear	50	\$255.40	\$5,749,125
Watches & Jewelry	53	\$105.70	\$2,379,400
Apparel Products and Services ¹	58	\$85.63	\$1,927,478
Computer			
Computers and Hardware for Home Use	59	\$128.69	\$2,896,851
Software and Accessories for Home Use	53	\$15.82	\$356,005
Entertainment & Recreation	67	\$2,283.25	\$51,395,889
Fees and Admissions	51	\$311.86	\$7,019,860
Membership Fees for Clubs ²	53	\$84.27	\$1,896,941
Fees for Participant Sports, excl. Trips	54	\$60.86	\$1,369,951
Admission to Movie/Theatre/Opera/Ballet	48	\$71.36	\$1,606,306
Admission to Sporting Events, excl. Trips	54	\$30.98	\$697,471
Fees for Recreational Lessons	49	\$64.38	\$1,449,191
TV/Video/Sound Equipment	66	\$762.42	\$17,162,161
Community Antenna or Cable Television	70	\$469.46	\$10,567,484
Color Televisions	57	\$78.37	\$1,764,099
VCRs, Video Cameras, and DVD Players	65	\$25.36	\$570,927
Video Cassettes and DVDs	66	\$39.88	\$897,791
Video Game Hardware and Software	65	\$21.24	\$478,201
Satellite Dishes	70	\$1.08	\$24,248
Rental of Video Cassettes and DVDs	61	\$36.65	\$824,992
Sound Equipment ³	55	\$86.88	\$1,955,625
Rental and Repair of TV/Sound Equipment	61	\$3.50	\$78,794
Pets	78	\$344.64	\$7,757,852
Toys and Games	69	\$124.90	\$2,811,506
Recreational Vehicles and Fees ⁴	83	\$378.08	\$8,510,556
Sports/Recreation/Exercise Equipment ⁵	64	\$147.91	\$3,329,348
Photo Equipment and Supplies ⁶	63	\$85.96	\$1,935,068
Reading ⁷	60	\$127.48	\$2,869,538
Food	68	\$5,691.03	\$128,105,044
Food at Home	70	\$3,498.97	\$78,761,852
Bakery and Cereal Products	69	\$500.98	\$11,276,960
Meat, Poultry, Fish, and Eggs	72	\$942.06	\$21,205,757
Dairy Products	69	\$382.64	\$8,613,184
Fruit and Vegetables	65	\$565.74	\$12,734,841
Snacks and Other Food at Home ⁸	71	\$1,107.56	\$24,931,110
Food Away from Home	65	\$2,192.06	\$49,343,192
Alcoholic Beverages	58	\$357.55	\$8,048,516
Nonalcoholic Beverages at Home	73	\$319.14	\$7,183,880



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	41	\$613.77	\$13,816,019
Vehicle Loans	80	\$4,905.20	\$110,416,129
Health			
Nonprescription Drugs	74	\$90.56	\$2,038,558
Prescription Drugs	88	\$506.27	\$11,396,249
Eyeglasses and Contact Lenses	70	\$58.18	\$1,309,706
Home			
Mortgage Payment and Basics ⁹	58	\$5,078.30	\$114,312,520
Maintenance and Remodeling Services	60	\$1,182.41	\$26,616,141
Maintenance and Remodeling Materials ¹⁰	81	\$302.71	\$6,814,076
Utilities, Fuel, and Public Services	72	\$3,151.96	\$70,950,547
Household Furnishings and Equipment			
Household Textiles ¹¹	61	\$84.23	\$1,896,092
Furniture	58	\$369.53	\$8,318,216
Floor Coverings	55	\$49.46	\$1,113,392
Major Appliances ¹²	72	\$212.29	\$4,778,647
Housewares ¹³	62	\$64.81	\$1,458,926
Small Appliances	70	\$25.66	\$577,577
Luggage	48	\$4.92	\$110,807
Telephones and Accessories	60	\$28.39	\$639,150
Household Operations			
Child Care	49	\$207.45	\$4,669,739
Lawn and Garden ¹⁴	83	\$371.85	\$8,370,434
Moving/Storage/Freight Express	57	\$30.22	\$680,337
Housekeeping Supplies ¹⁵	72	\$553.77	\$12,465,422
Insurance			
Owners and Renters Insurance	77	\$366.66	\$8,253,437
Vehicle Insurance	70	\$1,025.19	\$23,077,041
Life/Other Insurance	73	\$469.63	\$10,571,381
Health Insurance	78	\$1,534.38	\$34,538,806
Personal Care Products ¹⁶	66	\$311.54	\$7,012,770
School Books and Supplies ¹⁷	58	\$70.27	\$1,581,828
Smoking Products	84	\$403.51	\$9,083,005
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	78	\$4,462.42	\$100,449,129
Gasoline and Motor Oil	78	\$1,593.40	\$35,867,369
Vehicle Maintenance and Repairs	67	\$714.83	\$16,090,737
Travel			
Airline Fares	49	\$201.93	\$4,545,387
Lodging on Trips	59	\$242.24	\$5,452,897
Auto/Truck/Van Rental on Trips	46	\$20.08	\$451,985
Food and Drink on Trips	60	\$284.78	\$6,410,392

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.